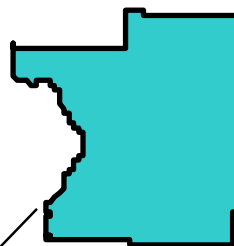
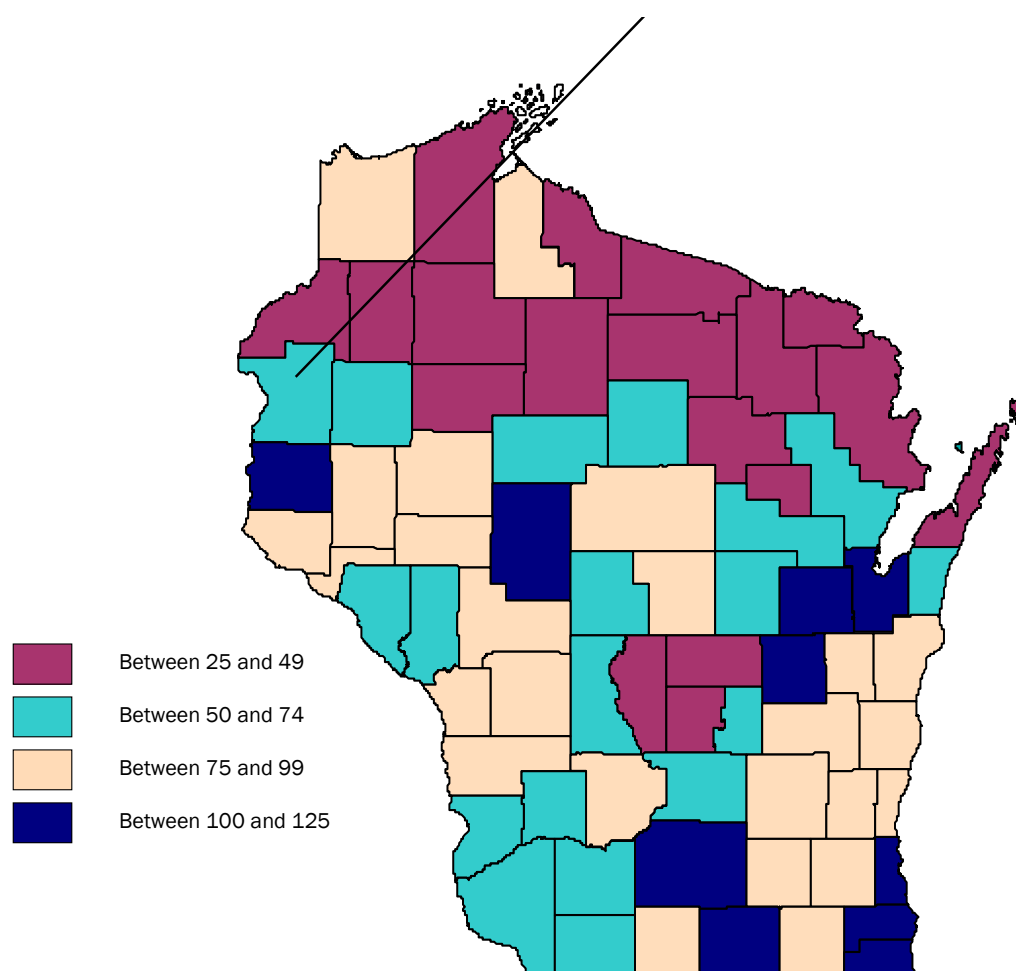


# Polk County Workforce Profile



The number of residents aged 25-29 years for every  
100 residents aged 60-64 years in year 2025



Source: Wisconsin Department of Administration, Demographic Services Center and the U.S. Bureau of Census.

For comparison, it is projected that there will be 90 residents aged 25-29 for every 100 residents aged 60-64 in Wisconsin in 2025. Nationally, it is projected that there will be 101 residents aged 25-29 for every 100 residents aged 60-64. In 2003, Wisconsin had 146 residents aged 25-29 for every 100 aged 60-64.



## County Population

The population in Polk County continued to increase at a faster pace than in the nation and Wisconsin and ranked 5<sup>th</sup> fastest growing among the state's 72 counties. From Census 2000 to January 2004 the population in Polk County increased 6.2 percent by adding 2,551 residents.

All but two of the 36 municipalities, the Village of Frederic and the Town of Luck, added residents during the four-year

### Total Population

	April 2000 Census	Jan. 1, 2004 estimate	Numeric change	Percent change
<b>United States</b>	281,421,906	292,287,454	10,865,548	3.9%
<b>Wisconsin</b>	5,363,715	5,532,955	169,240	3.2%
<b>Polk County</b>	41,319	43,870	2,551	6.2%
<b>Largest Municipalities</b>				
Amery, City	2,845	2,902	57	2.0%
Alden, Town	2,615	2,806	191	7.3%
Osceola, Village	2,421	2,597	176	7.3%
Osceola, Town	2,085	2,578	493	23.6%
Lincoln, Town	2,304	2,406	102	4.4%
St Croix Falls, City	2,033	2,102	69	3.4%
Farmington, Town	1,625	1,745	120	7.4%
Garfield, Town	1,443	1,550	107	7.4%
Eureka, Town	1,338	1,468	130	9.7%
Balsam Lake, Town	1,384	1,456	72	5.2%

Source: Wis. Dept. of Administration, Demographic Services and U. S. Census Bureau

period and six of the ten largest municipalities out-paced the percent increase of the county. These municipalities, as well as the county, are growing so fast primarily because they attract new residents who migrate to the area.

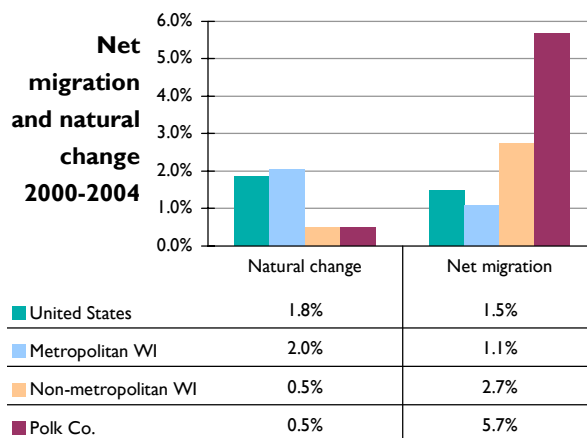
In fact, most of the increase in county population is attributed to net migration, more people moving to the county than leaving the county. The migration rate in Polk County of 5.7 percent far exceeds the Wisconsin rate of 1.6 percent and is more than twice the rate of other non-metropolitan counties in Wisconsin. A significant share of the net migration to non-metropolitan counties occurs in counties adjacent to metro areas and state borders including Polk County. For many counties this means an inflow of older residents even as many youth leave when they graduate from high school.

Not all of the new residents move to the county to retire and many continue to work for the same, out-of-county, employer. Most

are past their child-bearing years, however. The fertility rate (see glossary) in the county of 53.1 is lower than the state rate of 58.7 and from 2000 to 2004 the 1,718 births exceeded the number of deaths by only 206.

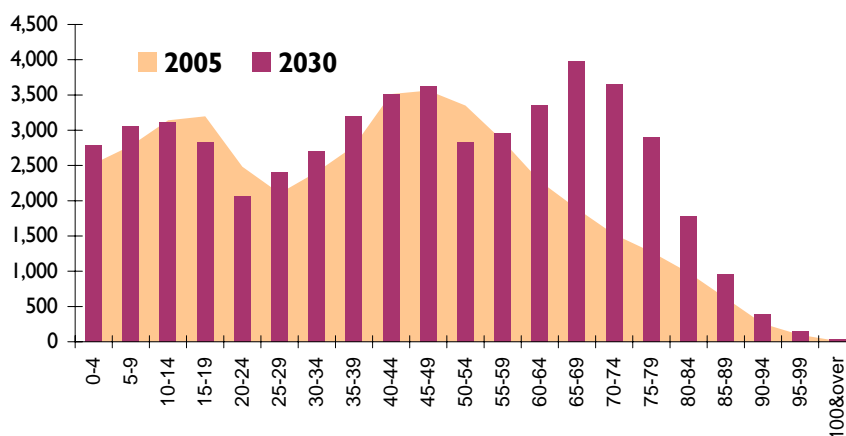
The overwhelming trend in the county is toward an older population that will out-number a younger population. Roughly 20 percent of the population is currently over 60 years old, but by 2030 that share expands to nearly 33 percent. In contrast, 33 percent of the current population is under 25 years old and will shrink to 26 percent by 2030. This trend is dramatized in the bottom graph where the 'hill' created by baby-boomers rises above all other age groups and continues to dwarf other ages over the next 25 years.

The impact of an aging population is perhaps more obvious in terms of services that they will require. But it also impacts the availability of labor, especially when lower fer-



Source: WI Dept. of Admin., Demographic Services and U. S. Census Bureau

### Population by Age Groups in Polk County



Source: WI Dept. of Administration, Demographic Services

## Future Population and Labor Supply

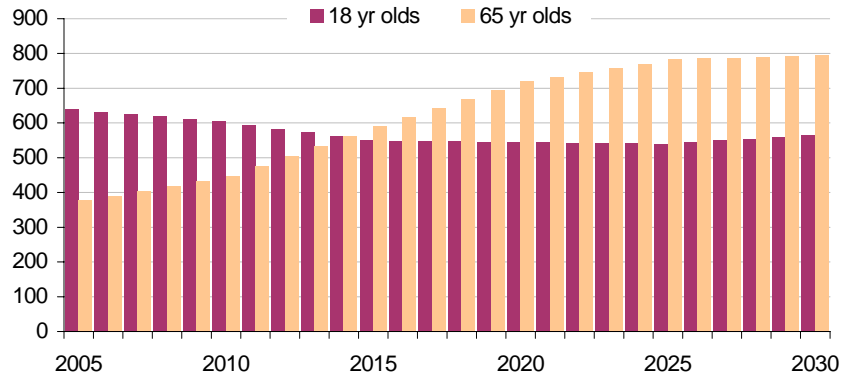
tility rates also means fewer young people. Assuming that 65 years old represents an average age of retirement and that 18 years old represents high school graduation then a plot of the number of those residents points to a time when the first group exceeds the second in number. That convergence occurs in 2014 in Polk County.

As residents age, their participation in the labor force declines. Labor force participation rates (LFPR, see glossary) among the population 25 to 50 years of age generally exceed 87 percent in Polk County. But, after 55 years the LFPR begins to drop and by 60 years it is less than 50 percent. The number of residents may increase, but as the population ages labor force growth will stall.

Although county population growth will slow, it is not projected to decline during the projection period. However, because a greater share of the population will be over 50 years old, an age when labor force participation drops off, the increase in the labor force from 2010 to 2020 of 2.4 percent is projected to be much less than the increase of 8.9 percent in population growth. The three columns in the chart on the right illustrate labor force composition and size. Most notable is the increasingly larger sections representing workers over 65 years in the top sections.

This projection uses national assumptions that included a slight increase in the participation rates of older residents, but did not factor in the declining participation rates of white

**Convergence of 18 & 65 year old population in Polk County**

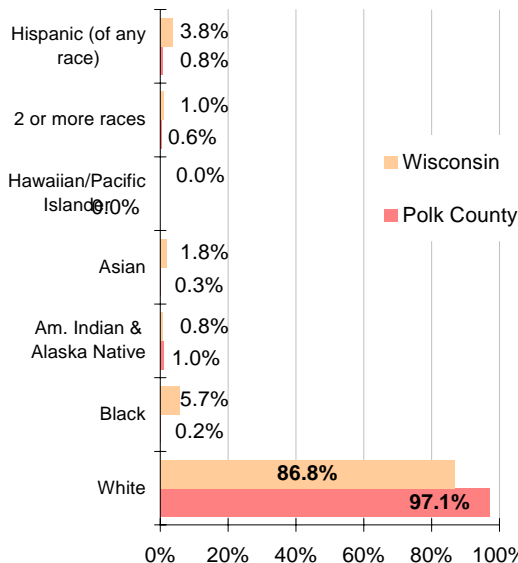


Source: WI Dept. of Administration, Demographic Services

residents; and, the population in Polk County is 97 percent white. The largest ethnic group, American Indian, is just one percent of the total population.

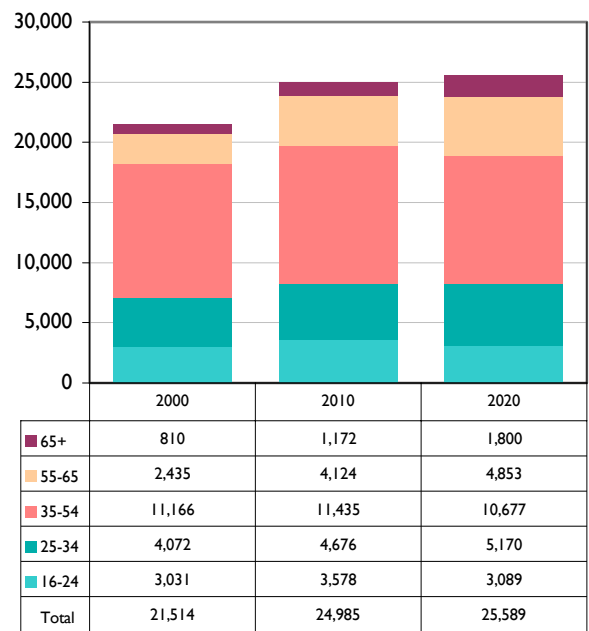
Two broad scenarios arise from the disparity in age and ethnicity: 1) there will be labor shortages due to retirements and the lack of replacement workers especially in occupations that rely on younger workers or require specialized skills; and 2) the aging population will impact the economy as an elderly population demands changes in the types of goods and services provided in local communities.

**Race and ethnic distribution**



Source: U.S. Census Population Characteristics Estimates, 2002

**Polk County Labor Force Projections by Age**



Decade change	31.2%	16.1%	2.4%
---------------	-------	-------	------

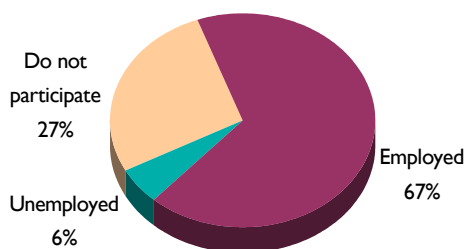
Source: DWD, Office of Economic Advisors, August 2004

## Current Labor Force

Labor force participation represents the share of population that is 16 years old and older that is either employed or unemployed. Participation rates in Wisconsin and the United States in 2003 were 72.9 and 66.3 percent, respectively.

In Polk County the participation rate was 72.7 percent. That means that 27 percent of the population 16 years old and older did not participate. That includes some students and individuals who choose not to work including retirees. As the

**Labor force participation in Polk County**



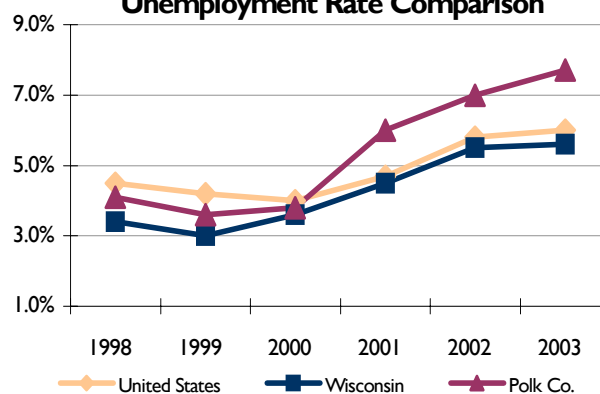
Source: DWD, Office of Economic Advisors, July 2004

population ages, more retirees will be included in the non-participating category by choosing not to work and the overall labor force participation rate will decline.

There will also be fewer new entrants to the labor force, who are seeking first-time jobs and, consequently, fewer will be included among the unemployed. That, in turn, will produce lower unemployment rates. The fact that there were

fewer new entrants to the labor force during the last recession is one of the reasons unemployment rates remained as low as they did. The unemployment rate in Polk County in 2003 was 7.7 percent compared to a 12.9 percent unemployment rate following the 1981-82 recession when the baby-boomers were entering the labor force in droves.

**Unemployment Rate Comparison**



**Polk County Civilian Labor Force Data**

	1998	1999	2000	2001	2002	2003
Labor Force	22,390	21,618	22,438	23,344	23,426	23,817
Employed	21,480	20,831	21,593	21,947	21,784	21,976
Unemployed	910	787	845	1,397	1,642	1,841
Unemployment Rate	4.1%	3.6%	3.8%	6.0%	7.0%	7.7%

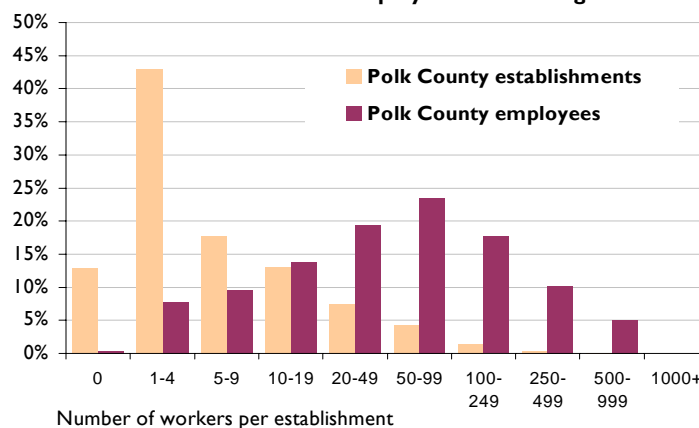
Source: WI DWD, Bur. of Workforce Information, Local Area Unemployment Statistics, 2003

## Employers by Size

Nationwide, about one-quarter of the jobs are with employers that have 250 or more employees compared to roughly 31 percent in Wisconsin. However, of the roughly 15,400 jobs in Polk County only 15 percent are with employers with 250 or more workers. In stark contrast, the share of employers with 250 or more workers comprises less than one percent of all employers in Polk County; similar to the share in the nation and in Wisconsin.

The greatest share of jobs in the county is with employers in the 50-99 employee range. However, the greatest share of employers, 56 percent, has less than five workers. The average employer in Polk County has 12 employees, compared with 17 employees in Wisconsin and 13 in the United States.

**Share of establishments & employees in size range in 2003**



Source: DWD, Bureau of Workforce Information, Table 221, July 2004

## Industry & employers by size

Five of the largest employers in the county have more than 250 workers and two of them are part of the largest industry, educational services. The second largest industry, food services and drinking places, has not representation on the list of largest employers. Most of the employers in this industry are small, the average employer has 18 jobs, but together they provide nearly 950 jobs in the county.

The largest employer dominates the transportation equipment manufacturing industry which is why the employment data is suppressed. The same is true of hospitals where only one employer, the third largest in the county, dominates. The second largest employer, the County of Polk, reports employment for multiple units (establishments) which is why executive, legislative, and general government does not appear on the largest industry list.

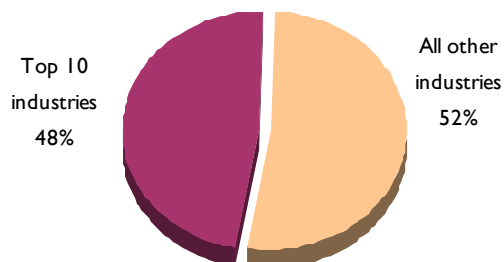
### Top 10 Industries in Polk County

Industry	March 2004		Numeric Employment Change	
	Establishments	Employees	2003-2004	1999-2004
Educational services	13	1,481	0	162
Food services & drinking places	94	949	45	138
Hospitals	suppressed	suppressed	not avail.	not avail.
Transportation equipment manufacturing	suppressed	suppressed	not avail.	not avail.
Nursing & residential care facilities	13	629	27	86
Ambulatory health care services	49	501	50	-38
Fabricated metal product manufacturing	26	429	-2	-47
Food & beverage stores	14	422	8	-19
Plastics & rubber products manufacturing	13	394	-11	-221
Specialty trade contractors	75	386	29	13

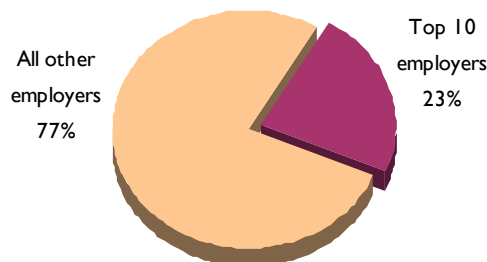
### Top 10 Employers in Polk County

Establishment	Product or Service	Size (Dec. 2003)
Polaris Industries Mfg. LLC	All other transportation equipment mfg.	500-999 employees
County of Polk	Executive, legislative, & gen. government offices	500-999 employees
St. Croix Regional Medical Center In	General medical and surgical hospitals	250-499 employees
School District of Amery	Elementary and secondary schools	250-499 employees
Osceola Public School	Elementary and secondary schools	250-499 employees
Amery Regional Medical Center Inc.	General medical and surgical hospitals	100-249 employees
Wal-Mart Associates Inc.	Discount department stores	100-249 employees
Balsam Lake-Unity-Milltown Public	Elementary and secondary schools	100-249 employees
Ladd Memorial Hospital Inc.	General medical and surgical hospitals	100-249 employees
Advanced Food Products LLC-Clear Lake	Cheese manufacturing	100-249 employees

Share of jobs in top 10 industries in Polk County



Share of Polk County jobs with top 10 employers

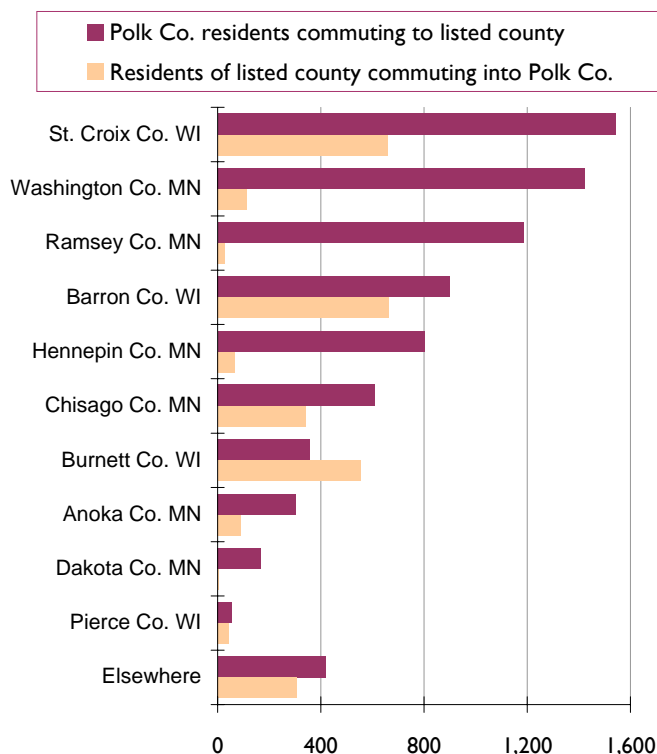


## Commuting

In Polk County, 7,466 residents, 38 percent of the workers who live in the county, traveled out of the county for a job. Three of every five workers who left the county headed for destinations in Minnesota, especially to employers in Washington (eastern MN), Ramsey (St. Paul) and Hennepin (Minneapolis) counties. The most popular destination in Washington County is the City of Bayport.

More than any other single destination, workers who leave the county, are headed for jobs in St. Croix County in Wisconsin. Nearly half of all the workers who travel into St. Croix County are headed for employers in the City of New Richmond, the most popular destination. The fact that so many residents travel out of the county for a job is one of the primary reasons that the labor force in Polk County is greater than the number of jobs with county employers.

Even though nearly 40 percent of the workforce leaves the county for a job, employers in Polk County attract roughly 2,875 workers who travel from neighboring communities to work in local jobs. Most of the incoming workers travel from Barron, St. Croix and Burnett counties. From the north, workers are headed to employers in the Village of Frederic and the City of St. Croix Falls, from the south and east the primary destinations are the cities of Amery and Osceola.



Source: U.S. Census 2000, Special tabulations: Worker Flow Files

## Key occupations & wages

The jobs in Polk County share some characteristics with neighboring counties and these similarities were used to define a labor supply area. This list includes wages for some of the occupations with the most employment in that area. It is significant because these 20 occupations provide approximately 31,400 jobs, or 37 percent of total employment, in the combined county area.

Each occupation includes a mean (average) and median (50<sup>th</sup> percentile) hourly wage probably the most frequently requested wage information. If the mean and median are relatively close the labor market for that occupation is probably tight.

Eleven of the 20 occupations typically require only short-term training and, for the most part, have a mean hourly wage under \$11/hour. There are also jobs on this list that typically require only moderate to long-term training periods and have mean wages that exceed \$11/hour. Four of the occupations typically require college degrees.

Occupation title	Hourly Wages			
	Mean	Percentile		
		25 <sup>th</sup>	50 <sup>th</sup>	75 <sup>th</sup>
Truck drivers, heavy & tractor-trailer	\$22.58	\$16.30	\$23.73	\$27.76
Retail salespersons	\$9.70	\$6.94	\$8.36	\$10.80
Cashiers	\$7.52	\$6.33	\$7.24	\$8.44
Team assemblers	\$11.65	\$9.73	\$11.75	\$13.38
Comb. food prep. & serving workers (fast food)	\$7.38	\$6.20	\$7.13	\$8.31
Nursing aides, orderlies, & attendants	\$10.12	\$9.05	\$10.09	\$11.15
Waiters & waitresses	\$8.05	\$6.07	\$6.89	\$8.71
Janitors & cleaners, except maids & hskpg. cleaners	\$10.56	\$8.71	\$10.54	\$12.46
Bookkeeping, accounting, & auditing clerks	\$12.23	\$9.75	\$12.02	\$14.44
Office clerks, general	\$10.28	\$8.00	\$10.28	\$12.39
Secretaries, except legal, medical, & executive	\$11.74	\$9.99	\$11.79	\$13.49
Stock clerks & order fillers	\$10.18	\$7.74	\$10.39	\$12.25
Elem. school teachers, except special ed.	-	-	-	-
Registered nurses	\$23.55	\$19.41	\$22.19	\$26.01
Sec. school teachers, except special & voc. ed.	-	-	-	-
Teacher assistants	-	-	-	-
Carpenters	\$15.55	\$12.67	\$15.35	\$17.50
Laborers & freight, stock, & material movers, hand	\$10.51	\$8.15	\$10.09	\$12.47
Bartenders	\$8.58	\$7.00	\$7.77	\$8.58
General & operations managers	\$38.59	\$22.87	\$32.53	\$47.57

Polk County is part of an area which includes Buffalo, Dunn, Pepin, Pierce, Polk, St. Croix and Trempealeau counties.

Source: DWD, Office of Economic Advisors, special tabulation using EDS and OES 2003

## Employment and Wages

Payroll employment declined 0.1 percent in Polk County from 2002 to 2003 with the loss of just 12 jobs. That loss compares with a change of -0.2 percent in Wisconsin. Most of the reduction occurred due to the loss of 149 jobs with manufacturing employers. Manufacturing employment declined 3.9 percent in the county, similar to the reduction of 4.2 percent in Wisconsin.

Manufacturing employers still provide the greatest share of jobs, 25.5 percent, in Polk County and the greatest share of total payroll, 32.9 percent. The average annual wage of \$33,957 earned by the county's manufacturing workers is 81 percent of the average wage for similar work in the state and increased 3.9 percent from 2002 to 2003.

The greatest disparity in wages are those earned by workers in information where the annual average wage of \$23,061 is only 59 percent of wages for similar work in the state. Wages in the information industry exemplify several factors that influence average wages that include occupation composition (professional and technical jobs generally have higher wages than clerical and service occupations), job tenure (those with more seniority are paid more than new hires), average work-

week (full or part-time), and seasonal and temporary employment.

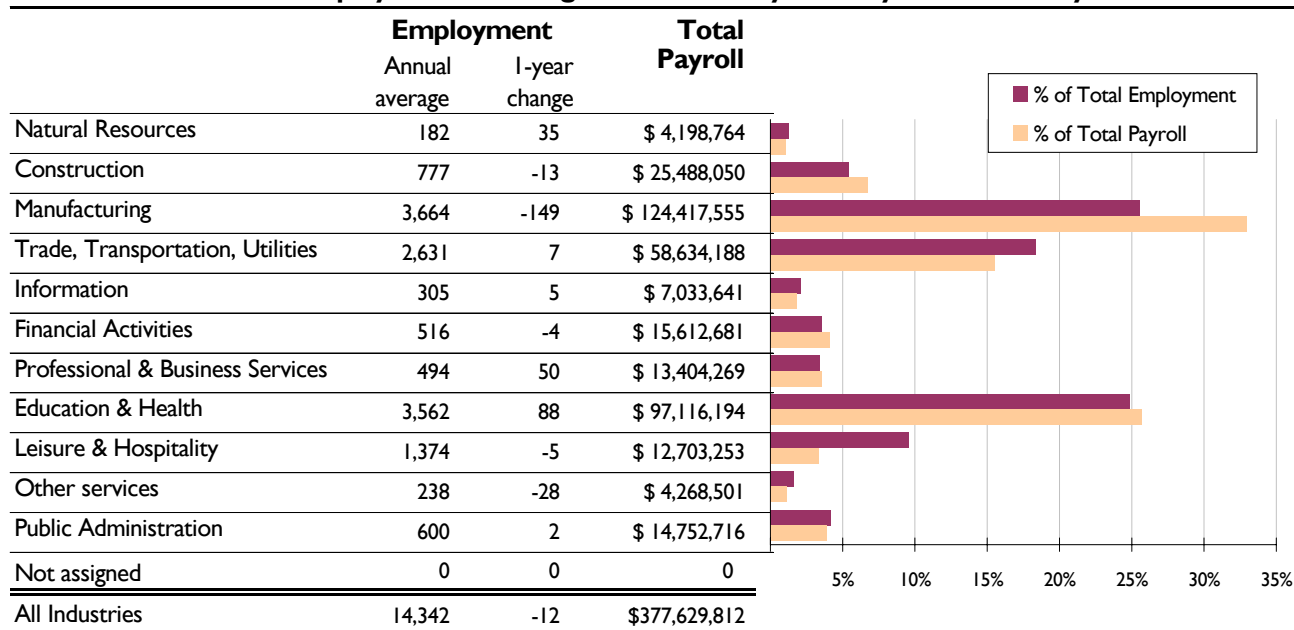
The distribution of total payroll and employment for the major industry groups in Polk County is detailed in the chart below. Education & health services employers, which in this case also includes public education, provides the second greatest share, 24.8 percent, of the jobs in Polk County and has the second highest payroll. The lowest annual average wage of \$9,245 in leisure and hospitality is earned by workers in 9.6 percent of county jobs.

### Average Annual Wage by Industry Division in 2003

	Average Annual Wage Wisconsin	Average Annual Wage Polk County	Percent of Wisconsin	1-year % change
All Industries	\$ 33,423	\$ 26,330	78.8%	3.0%
Natural resources	\$ 25,723	\$ 23,070	89.7%	-8.6%
Construction	\$ 40,228	\$ 32,803	81.5%	0.6%
Manufacturing	\$ 42,013	\$ 33,957	80.8%	3.9%
Trade, Transportation, Utilities	\$ 28,896	\$ 22,286	77.1%	2.7%
Information	\$ 39,175	\$ 23,061	58.9%	-0.2%
Financial activities	\$ 42,946	\$ 30,257	70.5%	8.0%
Professional & Business Services	\$ 38,076	\$ 27,134	71.3%	10.9%
Education & Health	\$ 35,045	\$ 27,265	77.8%	2.5%
Leisure & Hospitality	\$ 12,002	\$ 9,245	77.0%	2.3%
Other services	\$ 19,710	\$ 17,935	91.0%	-6.9%
Public Administration	\$ 35,689	\$ 24,588	68.9%	8.2%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

### 2003 Employment and Wage Distribution by Industry in Polk County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2004

## Per Capita Personal Income

Per capita personal income (see glossary) increased 1.9 percent in Polk County in 2002, faster than in the United States, but slower than in Wisconsin and other non-metropolitan counties in the state. The small increase means that the PCPI in the county fell to only 78 percent of PCPI in Wisconsin, but is still 81 percent of the United States. The Polk County PCPI ranks 47<sup>th</sup> highest out of 72 counties in the Wisconsin.

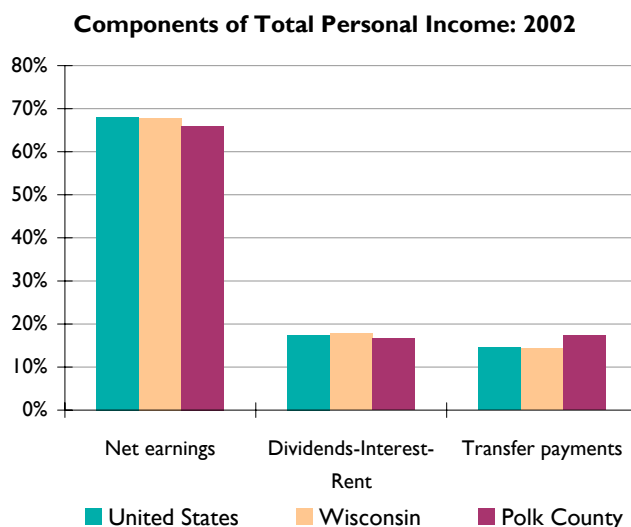
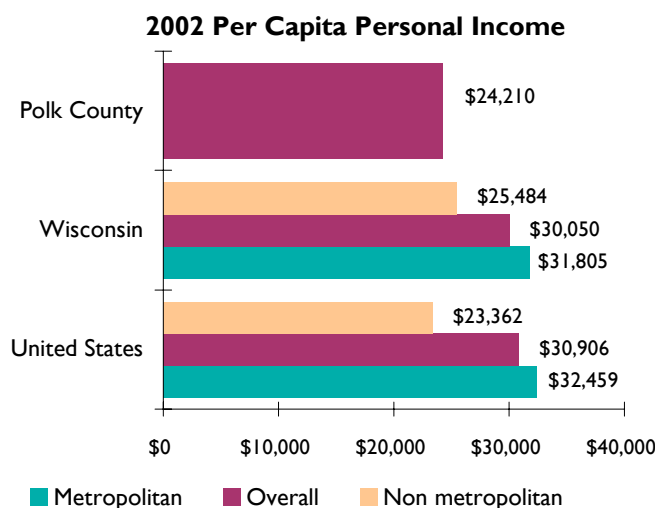
The greatest share of total personal income is net earnings from jobs, both in and out of the county, self-employment and proprietorships. Not only are the county's annual average wages lower than in Wisconsin, the share of total personal income from net earnings of 66 percent in Polk County

is below the 68 percent share of both the state and nation. In contrast, transfer payments comprise a larger share of Polk's total income. Both factors contribute to the lower PCPI in the county.

While PCPI is often used as a comparative income measure it should be remembered that population is also a key component. PCPI is the result of dividing total income by total population. Residents over 18 years old earn most income but the younger population is still included in the formula. Likewise, a retired population has a much lower earning capacity.

Per Capita Personal Income							Percent Change	
	1997	1998	1999	2000	2001	2002	1 year	5 year
United States	\$25,334	\$26,883	\$27,939	\$29,847	\$30,527	\$30,906	1.2%	22.0%
Wisconsin	\$24,514	\$26,175	\$27,135	\$28,573	\$29,361	\$30,050	2.3%	22.6%
Non-metropolitan WI	\$20,734	\$22,195	\$22,900	\$24,059	\$24,833	\$25,484	2.6%	22.9%
Polk County	\$20,041	\$21,239	\$22,113	\$23,404	\$23,760	\$24,210	1.9%	20.8%
In current dollars (adjusted to U.S. CPI-U)								
United States	\$28,397	\$29,670	\$30,170	\$31,181	\$31,010	\$30,906	-0.3%	8.8%
Wisconsin	\$27,478	\$28,889	\$29,301	\$29,850	\$29,825	\$30,050	0.8%	9.4%
Non-metropolitan WI	\$23,240	\$24,497	\$24,728	\$25,135	\$25,226	\$25,484	1.0%	9.7%
Polk County	\$22,463	\$23,441	\$23,878	\$24,451	\$24,135	\$24,210	0.3%	7.8%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2004



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2004

The county workforce profiles are produced annually by the Office of Economic Advisors in the Wisconsin Department of Workforce Development. The author of this profile and regional contact for additional labor market information is:

Beverly Gehrke  
15618 Windrose Lane #108  
Hayward, WI 54843  
Phone: 715-634-5289  
email: [Beverly.Gehrke@dwd.state.wi.us](mailto:Beverly.Gehrke@dwd.state.wi.us)

**Metropolitan Statistical Area (MSA)** - A single county or group of counties that include at least one urbanized area with a minimum population of 50,000. Multiple-county MSAs have a central county or counties, which have a high degree of social and economic integration with the other member counties as measured by commuting data.

**Non-metropolitan county** - Any county that is not a member of a metropolitan statistical area.

**Net Migration** - One of two components of population change. It is the net result of individuals who either moved into or out of an area.

**Natural Change** - One of two components of population change. It is the result of the number of births minus the number of deaths in an area over a period of time. A natural increase indicates there were more births than deaths. A natural decrease indicates there were more deaths than births.

**Fertility rate** - Number of live births per 1,000 women aged 15-44 years.

**Employed** - Persons 16 years of age or older, who worked as paid employees, or worked in their own business, profession or farm, or worked 15 hours or more as unpaid workers in a family-operated enterprise. Includes those temporarily absent from their jobs due to illness, bad weather, vacation, childcare problems, labor dispute, maternity or paternity leave, or other family or personal obligations.

**Unemployed** - Persons 16 years of age or older with no employment, who were available for work and made efforts to find employment sometime during the previous 4-week period ending with the monthly reference week. Persons who were awaiting recall to a job did not need to look for work to be classified as unemployed.

**Labor Force** - The sum of the employed and unemployed, whom are at least 16 years of age and older.

**Unemployment Rate** - The number of unemployed divided by the labor force. It is expressed as a percentage of the labor force.

**Labor Force Participation Rate (LFPR)** - The labor force divided by the total population aged 16 years and older. It is expressed as a percentage of the population aged 16 years and older.

**Suppressed** - Data is withheld or suppressed if it does not meet certain criteria. If an industry in a county has fewer than three employers or if a single employer employs 80% or more that industry's total employment in that county then the data are suppressed. These criteria were established to maintain the confidential reporting of payroll and employment by employers.

**Total Personal Income** - The aggregate income of an area received by all persons from all sources. It is calculated as the sum of wage and salary disbursements (less contributions for government social insurance), supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts that include retirement and veteran's benefits, government paid medical reimbursements, and income maintenance program payments.

**Per Capita Personal Income (PCPI)** - Total personal income divided by the total population.

**Current Dollars** - Phrase used to express historical dollar values in terms of their current purchasing power via inflation adjustment.

**CPI-U** - Consumer Price Index for all urban consumers, the most commonly used measure of inflation in the United States.